

REMARKS

Claims 1-3, 6-12, and 15-16 have been amended. Claims 4, 5, and 13-14 have been cancelled. New claims 17 and 18 have been added. Claims 1-3, 6-12, and 15-18 are currently pending in the application.

On page 2 of the Office Action, the Examiner objected to claims 1-4, 6, 8, 11-13, and 15-16 due to various informalities. The objections are moot with respect to the cancelled claims. Applicants have amended the other claims to address the objections. Withdrawal of the objection is respectfully requested.

On page 3 of the Office Action, claims 1-16 were rejected under 35 U.S.C. § 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which Applicants regard as the invention.

Applicants have amended the relevant claims to address the rejections. Therefore, withdrawal of the rejection is respectfully requested. Regarding the Examiner's allegation relating to lack of antecedent basis in claim 14, Applicants respectfully submit that both terms are introduced in claim 11, from which claim 14 indirectly depends.

In light of the foregoing, withdrawal of the rejections is respectfully requested.

On page 5 of the Office Action, claims 1-4, 6-13, and 15-16 were rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,525,747 (Bezos).

Applicants respectfully submit that independent claims 1-2, 6-11, and 15-16 are patentable over Bezos, as the reference fails to disclose each and every element of the claims.

For example, the reference fails to disclose, "... preference data including positional information of the symbol to be displayed on the user terminal," as recited in claims 1, 6, 7, 10, 11, 15, and 16.

Although Bezos discloses information pertaining to an item, no information is disclosed regarding positional information of a symbol to be displayed on a user terminal.

Therefore, independent claims 1, 6, 7, 10, 11, 15, and 16 are patentable over Bezos, as Bezos fails to teach each and every element of the claims. As dependent claims 12-13 depend from independent claim 11, the dependent claims are patentable over Bezos for at least the reasons presented above for the independent claims.

Regarding independent claims 2, 8, and 9, Bezos does not disclose, "a correspondence table in which identifiers for virtual spaces, identifiers for symbols, and levels of similarity in preference of users towards the symbols are correlated." Assuming *arguendo* that Bezos's URL identifies a virtual space, Bezos does not disclose a correspondence table in which the "identifier" is correlated with the information identified in the claim language of the present invention.

Therefore, independent claims 2, 8, and 9 are patentable over Bezos, as Bezos fails to disclose the above-identified feature of the claims. As dependent claims 3-5 depend from independent claim 2, the dependent claims are patentable over Bezos for at least the reasons presented above for the independent claims.

On page 9 of the Office Action, claims 5 and 14 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Bezos in view of U.S. Patent No. 6,714,975 (Aggarwal).

Aggarwal discloses a method for displaying an object such as an advertisement, for example, at an appropriate position and for determining the position based on a user's behavior. Assuming *arguendo* that the user's behavior can be considered as "preference data" and that position of the icon is determined based on the "preference data," Aggarwal does not disclose a feature according to which the preference data includes positional information itself. Rather, Aggarwal discloses "user click/exposure ratios and user path traversal patterns," as examples of user behavior. See Aggarwal, column 3, lines 25-29. Aggarwal also discloses as user behavior access by a domain, for example, ".edu," or by clients in a certain area. See Aggarwal, column 3, lines 29-34.

In light of the foregoing, Applicants respectfully submit that neither Bezos nor Aggarwal, taken alone or in combination, teaches or suggests, the feature of the present invention relating to positional information, as recited in claims 5 and 14 via independent claims 2 and 11, respectively. Therefore, withdrawal of the rejection is respectfully requested.

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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